

### IN THE CLAIMS

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1. (Previously presented) A method of presenting advertising in a subscriber broadcast system, the method comprising:
  - offering an upgraded advertising service;
  - receiving subscriptions to said upgraded advertising service;
  - delivering set top box computer program code to a plurality of set top boxes, each set top box being associated with an upgraded advertising service subscriber;
  - receiving a plurality of video feeds including a plurality of advertisements;
  - providing indicators for a first advertisement and a second advertisement of said plurality of advertisements wherein said indicators include a first priority level indicator and a first category indicator associated with the first advertisement, and a second priority level indicator and a second category indicator associated with the second advertisement; and
  - broadcasting a video signal comprising program content, said plurality of advertisements, and said indicators to the plurality of set top boxes;
  - wherein the set top box computer program code is to:
    - compare the first category indicator and the second category indicator to a stored category value;
    - compare the first priority level indicator and the second priority level indicator;
- and
  - select said second advertisement when the second category indicator corresponds to said stored category value and the second priority level indicator is greater than or equal to said first priority level indicator.

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2. (Original) The method of claim 1 further comprising:  
receiving a request for an advertising category from at least one subscriber of said plurality of subscribers.
  3. (Original) The method of claim 1 further comprising:  
broadcasting an advertising indicator that includes a network address for an advertisement that can be accessed across a network.
  4. (Original) The method of claim 1 further comprising:  
downloading an advertisement and corresponding indicator to local storage of a set top box.
  5. (Original) The method of claim 1 further comprising:  
selecting said plurality of advertisements based upon demographic characteristics of said plurality of set top boxes.
  6. (Previously presented) A method for displaying user selected advertising in a subscriber broadcast system, the method comprising:  
requesting a category of advertisement from a plurality of advertisement categories, the category being selected by a subscriber, the selected category of advertisement having an associated stored category value;  
receiving a video signal comprising program content, a standard advertisement, and an advertisement indicator, wherein said advertisement indicator indicates a priority level and a category value for an advertisement corresponding to the category;  
determining if said standard advertisement may be replaced with an upgraded advertisement;  
accessing upgraded advertisement content if it is determined that said standard advertisement may be replaced with an upgraded advertisement, wherein the upgraded advertisement content includes a first advertisement and a second advertisement, and wherein a first advertisement indicator including a first priority level indicator and a first category indicator

is associated with the first advertisement and a second advertisement indicator including a second priority level indicator and a second category indicator is associated with the second advertisement;

selecting between said first advertisement and said second advertisement by:

comparing the first category indicator and the second category indicator to a stored category value;

comparing the first priority level indicator and the second priority level indicator;

and

selecting said second advertisement when the second category indicator of said second advertisement corresponds to said stored category value and the second priority level indicator is greater than or equal to said first priority level indicator; and displaying the selected advertisement.

7. (Previously presented) An upgraded advertising production system comprising:

a processor;

an advertisement detector to receive a video feed comprising program content and advertising;

an advertisement indicator editor configured to create, modify, and delete at least one advertisement indicator associated with an advertisement contained in said video feed;

a channel multiplexer to receive said program content, at least one advertisement, and said at least one advertisement indicator and to format said program content, said at least one advertisement and said at least one advertisement indicator for transmission; and

a transmitter to transmit said program content, said at least one advertisement, and said at least one advertisement indicator to a set top box, wherein said at least one advertisement indicator includes a priority level indicator and a category indicator for a corresponding advertisement to allow a computer program code to compare a first category indicator associated with a first advertisement and a second category indicator associated with a second advertisement to a stored category value, compare a first priority level indicator associated with said first advertisement with a second priority level indicator associated with said second advertisement, and select said second advertisement when the second category indicator

corresponds to said stored category value and said second priority level indicator is greater than or equal to said first priority level indicator.

8. (Previously presented) A set top box to selectively display upgraded advertising comprising:

a processor;

an audio/video processor to output audio and video signals to a display unit;

a tuner controlled by said processor to receive a video input comprising program content, a first advertisement, a first advertisement indicator including a first priority level indicator and a first category indicator associated with the first advertisement, a second advertisement, and a second advertisement indicator including a second priority level indicator and a second category indicator associated with the second advertisement;

first computer program code operating on said processor to compare the first category indicator and the second category indicator to a stored category value and to compare the first priority level indicator with the second priority level indicator and to select said second advertisement when the second category indicator corresponds to said stored category value and the second priority level indicator is greater than or equal to said first priority level indicator; and

second computer program code to provide said first advertisement to said audio/video processor if said first advertisement is selected and to access and provide said second advertisement to said audio/video processor if said second advertisement is selected.

9. (Previous Presented ) The set top box of claim 8 further comprising computer program code to process a user input and store said stored category value in said set top box.

10. (Previous Presented ) The set top box of claim 8 further comprising computer program code to a remote control input as being specific to one user and to select said stored category value from a plurality of stored category values based upon an identifier of said one user.

11. (Previous Presented ) The set top box of claim 8 wherein said second computer program code further comprises code that is configured to adjust said tuner to receive said second advertisement.
12. (Previous Presented ) The set top box of claim 8 wherein said second computer program code further comprises code that is configured to acquire said second advertisement across a network.
13. (Previous Presented) The set top box of claim 8 further comprising:  
a video combiner to combine a portion of said first advertisement with a portion of said second advertisement.
14. (Previously presented) An upgraded advertising production system comprising:  
processing means;  
means for detecting an advertising period in a video feed;  
editing means for creating, modifying, and deleting an advertisement indicator associated with said video feed to produce an edited video feed;  
multiplexer means for receiving said edited video feed, accessing advertising content, and formatting said edited video feed and said advertising content for transmission; and  
transmission means for transmitting said edited video feed and said advertising content to a set top box, said advertising content including a first advertisement and a second advertisement, wherein a first priority level indicator and a first category indicator is associated with said first advertisement, and a second priority level indicator and a second category indicator is associated with said second advertisement to allow computer program means at said set top box to compare the first priority level indicator and the second priority level indicator and select said second advertisement when the second category indicator corresponds to said stored category value and the second priority level indicator is greater than or equal to said first priority level indicator.

15. (Previously presented) A set top box that selectively displays upgraded advertising comprising:

processor means;

audio/video processing means for outputting audio and video signals to a display unit;

tuning means controlled by said processor means for receiving a video input comprising program content, a first advertisement a second advertisement, a first priority level indicator and a first category indicator associated with the first advertisement, and a second priority level indicator and a second category indicator associated with the second advertisement;

computer program code means operating on said processor for comparing said first category indicator and said second category indicator to a stored category value and comparing the first priority level indicator with the second priority level indicator and selecting said second advertisement when the second category indicator corresponds with said stored category value and the second priority level indicator is greater than or equal to said first priority level indicator; and

second computer program code means for providing said first advertisement to said audio/video processor if said first advertisement is selected and accessing and providing said second advertisement to said audio/video processor if said second advertisement is selected.

16. (Previous Presented ) The method of claim 1, further including:

defining a plurality of advertising categories;

receiving user requests for said advertising categories;

determining a count of advertisements viewed in each category of said plurality of advertising categories; and

creating a billing statement reflecting said count of advertisements in each category.